



From: Beirut – Lebanon
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AMJAD FAYAD

SUMMARY

A highly innovative, methodical, and pragmatic marketer. Comfortable working in a fast paced, hands-on, growth orientated work environment.

BIO

- Innovative problem-solver who maintains a productive climate and confidently motivates, mobilizes, and coaches employees to meet high performance standards.
 - Flexible team player who effectively prioritize and juggles multiple concurrent projects.
 - Energetic performer consistently cited for unbridled passion for work, sunny disposition, and upbeat positive attitude.
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WORK HISTORY

MARKETING MANAGER

EDUCATION & TECHNOLOGY CENTER

NATIONAL EDUCATION ROBOTICS DAY – (NERD)

Mar. 2017 – Mar. 2018

Duties:

- Reimagined corporate identity and brand management.
- Marketing Plan Development and Implementation across all channels, online and offline marketing, advertising, and communications.
- Creating new partnerships and acquiring new sponsorships.
- Press Release Writing and Media Relations.
- Analytical Reporting. (i.e. Focus Group, Google AdWords, and other Social Media metrics)
- Website & Social Media Management.

MARKETING EXECUTIVE

ARABNET – BEIRUT DIGITAL DISTRICT

Sep. 2015 – Mar. 2017

Duties:

- Implementing marketing activities, ensuring correct messaging, and targeting in all marketing collateral in alignment with the marketing manager and the overall marketing strategy.
- Ensuring correct copywriting, design concept, and CRM messaging.
- Supporting all social media activities, including advertising campaigns and monitoring allocated budget.
- Responsible of tracking, collecting, and analyzing CRM data and google analytics.
- Implementing communication elements in alignment with communication strategy: (i.e. email campaigns, mobile app, print ads, online ads, Social Media ads)

MARKETING COORDINATOR

BLUE TECHNOLOGY PUBLISHING – EDUCATIONAL PUBLICATIONS

Dec. 2011 – May 2014

Duties:

- Conducting Market Research and Identifying key marketing opportunities.
- Campaign launching for both online and offline.
- Monitoring and reporting to senior manager on the effectiveness of strategies/campaigns.
- Proof reading marketing material and content creation.
- Presenting company at trade shows and marketing events.

ACCOUNT EXECUTIVE

ICETULIPE CONCEPTUAL ADVERTISING

Jun. 2010 – Sep. 2011

Duties:

- Meeting and coordinating with clients to discuss advertising requirements.
- Working with agency colleagues to devise an advertising campaign that meets the client's brief and budget.
- Writing client reports.
- Conducting market research per project.
- Social Media Management.
- Managing & maintaining data information.

ADVERTISING ACCOUNT EXECUTIVE**AME CONCEPT ADVERTISING & VISUAL COMMUNICATION***Aug. 2009 – Feb. 2010***Duties:**

- Servicing existing clients as well as obtaining new ones.
- Adjusting content of sales presentations by studying the type of sales pitch.

BARISTA AT STARBUCKS CAFÉ*Feb. 2006 – Dec. 2008***Duties:**

- Taking customer orders and making their coffee or espresso to order.
- Suggesting drinks based on the customer's taste or preferences.

WAITER AT ZAATAR W ZEIT FRANCHISE*Oct. 2004 – Apr. 2005***Duties:**

- Take well-calculated action under pressure.
- Working with other servers as a team player.

EDUCATION**B.A. MARKETING & ADVERTISING, AMERICAN UNIVERSITY OF CULTURE & EDUCATION (AUCE)
BEIRUT – LEBANON****CLASS OF 2012****KEY COURSES & CORE INTERESTS:**

- Advertisement campaign design, Public Relations, Consumer Behavior, Online Marketing, Strategic Branding

**HOBBIES & OTHER
INTERESTS**

Camping – Hiking – Video games – Science – History

A Boy Scout since 1992 with the Lebanese Scout Association (LSA – Beirut District)

REFERENCES**AVAILABLE ON REQUEST**
